INFORMATION LETTER

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First Report on Philadelphia Project: Analysis of Canned Vegetable Sales

The first report from the Philadelphia Project—an analysis of retail sales of canned vegetables—was issued this week as part of the N.C.A. Consumer and Trade Relations Program. Mailings were made to members, to leading retail organizations, and to 46 grocery and canning industry trade journals, along with a descriptive press release.

As stated in the press release, "Canned vegetable sales in 10 Acme supermarkets in the Philadelphia area, checked during July 21 to October 13, 1955, amounted to 3.3 percent of total stores sales or 5.7 percent of the dollar value of the average grocery purchase."

The dollar value of all canned vegetable sales per "selling foot," defined as one linear foot of shelf space, averaged $5.60 per week. The number of cans sold per thousand checkouts varied considerably for a given commodity from week to week. The average number of cans of asparagus per thousand checkouts, for example, varied from 16 during the week ending July 28 to 49 during the week ending September 15.

Tomato products, where predominant can sizes were 6 and 8 ounces, ranked first in the number of individual cans sold per week per selling foot of shelf space. On the average, 116 cans of tomato products were sold, while the average for baked and cooked beans was 65, was 46 for green beans, 40 for peas, and 38 for corn.

Four commodities—baked and cooked beans, peas, corn, and tomatoes—accounted for more than 50 percent of the total dollar value of all canned vegetables sold. Next three products in terms of dollar value of purchases were tomato products, asparagus, and green beans.

The Philadelphia Project is a comprehensive research study of canned foods marketing and merchandising in modern supermarkets. The study was

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USDA Findings on Temperature Tolerance of Frozen Foods

Industry and government representatives discussed results of a research project on time-temperature tolerance of frozen food in a conference held July 30-August 1 at Albany, Calif. The project was begun several years ago in the Western Utilization Research Branch of the U. S. Department of Agriculture. One of those invited to attend was Dr. Ira I. Somers, Associate Director of Research for N.C.A., who, in line with the policy of keeping abreast of research developments related to other industries, made observations on the reports and findings of the study for Association members.

M. J. Copley, chief of the WURB, explained that the project was to obtain information for use in the commercial handling of frozen foods from producer to consumer, pointing out that from a few at the beginning thousands must handle and use commercial frozen foods. "As frozen foods move from packer to warehouse to distributor to retail store and consumers, they move in diminishing unit quantities and into custody or ownership of an increasing number of people," he stated.

Dr. Copley said that "the results establish, for each frozen food, just how much faster quality change takes place at 10° F., 20°, or 30° than at 0°. Products change at different rates under the same conditions. Partial damage, no matter how minute or slightly detectable on casual examination, is never reversed by reduction

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General Crop Conditions

Crop production prospects improved slightly during July although the combined outlook for all crops on August 1 remained considerably below last year's outstanding total, according to the Crop Reporting Board of USDA.

The indicated production of six important vegetables for processing is about 30 percent above the 1955 production and 33 percent above the 1945-54 average. The prospective 1956 production for each of these six crops, based on August 1 conditions, is above both last year and average.

A record high production of tomatoes for processing is indicated by the August 1 report. Record yields of tomatoes and sweet corn are indicated, and the yield of snap beans may be the second highest of record.

Production of deciduous fruits is expected to total about 4 percent below last year and average. As a result of generally favorable growing conditions, prospective tonnage of fruit is about 1 percent larger than on July 1. Compared with last year, there will be more peaches, pears, plums, and prunes, but fewer apples, grapes, cherries, and apricots.

Fresh market vegetables will be more plentiful than last year by about 6 percent, with most of the increases in the major crops—tomatoes, lettuce, cabbage, celery, and onions. Melon supplies are reported a tenth smaller than last year.

Details of the crop production estimates are reported on pages 284 and 285.

Crop	1955	1956 Indicated	Percent change from 1955
	(tons)	(tons)	
Snap beans	309,980	338,200	+ 9
Cabbage for kraut (contract)	90,300	148,700	+65
Sweet corn	1,173,800	1,541,000	+31
Green peas	455,910	528,570	+16
Spinach (winter and spring)	93,800	105,400	+12
Tomatoes	3,230,140	4,292,900	+33
	(planted acreage)		
Green lima beans	105,320	108,430	+ 3
Beets for canning	18,540	21,880	+18
Cucumber for pickles	134,220	124,470	- 7

Treaties in Force

A publication entitled *Treaties in Force: A List of Treaties and Other International Agreements of the United States* has been issued by the State Department.

The publication lists treaties and other international agreements that were carried on the records of the Department as being in force between the United States and other countries on October 31, 1955. Part 1 includes bilateral treaties and other agreements listed by country, with subject headings under each country. Part 2 includes multilateral treaties. Documents affecting international copyright relations of the U. S. also are tabulated.

This is the first publication of its kind to be issued by the U. S. since 1941. It is Department of State Publication 6346 and is for sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for $1.25 a copy.

Philadelphia Project

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conducted by the N.C.A. in cooperation with American Stores Company. The project is designed to provide food retailing management with accurate marketing information and product performance analysis. It includes a detailed study of more than 750 canned food items and their sales patterns as well as the study of merchandising techniques which may be applied to their sale.

As Carlos Campbell, Executive Secretary of the N.C.A., states in the foreword of the canned vegetable report, "Profits depend as much on scientific management of supplies as on aggressive selling. The Philadelphia Project is designed to provide guidepost information that will help management obtain maximum benefits from both operations. In the magnitude of detail and application of the most modern analytical methods, The Philadelphia Project represents a milestone in canned foods retail research."

The 56-page report analyzes canned vegetable sales in terms of sales per selling foot of shelf space, in terms of sales per thousand checkouts, and in terms of average value of weekly retail sales per store. In addition, sales of each canned vegetable are analyzed by styles of pack and container size.

The analysis of sales patterns and sales ratios of canned vegetables in The Philadelphia Project provides retailers, for the first time, with the necessary information to establish a formula for purchasing that is realistic in that it includes sales rates for each can size and for the various styles of pack of a given product. Information in the canned vegetable report will help retail food store management plan more efficient use of capital by providing a yardstick against which retailers can measure their own sales. As a result, canned food departments can be adequately supplied to avoid out-of-stock but not oversupplied.

The canned vegetable report also measures the rate of sale of each product for each can size, each style and the numbers of brands of each that were involved in this product movement. Shown in the tables in the report is the average number of days it takes to move a case of a given product. This formula is not intended to be applied arbitrarily by other supermarket operators without adjustment for local conditions, but it can be used as a benchmark for scientific purchasing, store planning, shelf space allocation, and the control of out-of-stock.

Copies of the report are available from the N.C.A. Division of Statistics.

USDA Findings

(Concluded from page 281)

of temperature. By and large, geographical variations were found to be small. Within limits, certain changes in raw material and processing (including packaging) strengthen frozen foods against temperature hazards."

Various members of the research team at WURB reported on the findings on different products and highlights of these, incorporated in an August 15 press release, may be summarized as follows:

Frozen Vegetables

Green Beans—Effect of processing on initial color was greater than effect of geographic origin or variety. Progressive chemical deterioration in chlorophyll and loss of ascorbic acid during storage at 0° to 30° F. was illustrated. Flavor changes were detectable within a month at 20° F. as compared to slightly more than a year at 0° F.

Peas—Color and flavor changes were found to be correlated with changes in chlorophyll and ascorbic acid. The first detectable flavor change occurred in about a month at 20° F. and nearly a year at 0° F. Color changes were noted within two or three weeks at 20° F. and a half year at 0° F. Loss of color occurs in beans faster than in peas.

Spinach—The discussion dealt with development of brown discoloration and off-flavor along with the decrease in ascorbic acid, as an effect of storage temperatures above 0° F. At 10° F. and above there was considerable color deterioration within several months.

Frozen Fruits

RSP Cherries—Browning due to atmospheric oxygen was an important result of exposure to temperatures above 0° F. Another readily apparent change was increase in firmness. At 20° F. cherries held from three to four weeks made good pies.

Orange Juice—Some of the samples had been mildly heat-treated during manufacture to increase cloud stability, loss of which was found to be the first undesirable quality change brought about by unfavorable temperatures. Flavor was comparatively more stable than cloud and Vitamin C was found to be more stable than either cloud or flavor. Thawed orange concentrates became unpalatable before as much as 10 percent of the Vitamin C was lost. Accumulation of small degrees of temperature damage, which singly did not cause detectable change, ultimately resulted in change in flavor.

Peaches—Atmospheric oxygen in head-space was an important cause of browning and loss of ascorbic acid. Among fruits peaches rank high in sensitivity to temperatures above 0° F. Only a few days of 25° produced serious browning, whereas only a few weeks were required for the same change at 10° F. At 0° F. color was held for more than a year.

Raspberries—These were found more stable than peaches. Rate of loss of ascorbic acid increased with increasing temperature.

Strawberries—Color, flavor, and ascorbic acid were lost at about the same rates, which increased rapidly as temperatures rose above 10°F. The rate increased two to three times for each 5° rise in temperature. Strawberries were found slightly more stable than peaches, largely because browning in peaches is readily apparent.

Other products studied included frozen poultry and poultry specialties, such as turkey dinners, turkey pies, fried chicken and chicken-a-la-king, and custards and puddings. Observations were made upon such factors as surface dehydration, rancidity, and separation, in relation to storage temperature and fluctuating temperature cycles.

Forthcoming Meetings

Sept. 24-25—Texas Canners Association, Annual Meeting, Hilton Hotel, San Antonio

Sept. 28-Oct. 2—American Meat Institute, Golden Anniversary Meeting, Palmer House, Chicago

Oct. 7-10—National Association of Food Chains, Annual Convention, Chicago

Oct. 17-19—National Pickle Packers Association, 63d Annual Meeting, Edgewater Beach Hotel, Chicago

Oct. 24-26—Association of Food Industry Sanitarians, Annual Meeting, Casa Munras Hotel, Monterey, Calif.

Oct. 24-27—Florida Canners Association, Silver Anniversary Convention, Hollywood Beach Hotel, Hollywood

Nov. 1—Illinois Canners Association, Fall Meeting, Bismarck Hotel, Chicago

Nov. 7-8—Wisconsin Canners Association, 52d Annual Convention, Schroeder Hotel, Milwaukee

Nov. 8-9—Iowa-Nebraska Canners Association, Annual Meeting, Fort Des Moines Hotel, Des Moines

Nov. 12-14—Grocery Manufacturers of America, Annual Convention, New York

Nov. 14-16—Indiana Canners Association, Fall Convention, French Lick Sheraton Hotel, French Lick Springs

Nov. 18-19—Pennsylvania Canners Association, 42d Annual Convention, Yorktowne Hotel, York

Nov. 26-27—Ohio Canners Association, Annual Convention, Hotel Carter, Cleveland

Nov. 29-30—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Dec. 3-4—Minnesota Canners and Freezers Association, 50th Annual Convention, Hotel Radisson, Minneapolis

Dec. 6-7—Tri-State Packers Association, Annual Convention, Haddon Hall, Atlantic City, N. J.

Dec. 13-14—New York State Canners and Freezers Association, 71st Annual Convention, Hotel Statler, Buffalo

Jan. 6-10—National Frozen Food Convention, Fontainebleau Hotel, Miami Beach, Fla.

Jan. 24-25—Canners League of California, 34th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 27-30—Northwest Canners and Freezers Association, Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 30-31—Minnesota Canners and Freezers Association, 10th Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

Jan. 30-Feb. 1—Pennsylvania Canners Association, 12th Annual Fieldmen's Conference, Pennsylvania State University, University Park

Feb. 12-13—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 13-20—NATIONAL CANNERS ASSOCIATION 50th Annual Convention, together with C.M.&S.A. and N.F.B.A., Chicago

March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia

March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago

March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

Social Security Tax Rates

The tax to be paid for OASI will be raised to 2¼ percent next January 1 for both employers and employees, and not to 2½ percent as reported previously. As at present, employers will be required to withhold 2¼ percent of the first $4,200 of each employee's wages and to pay an equal amount.

The tax on self-employment income will be raised to 3⅝ percent on January 1.

P. L. 880, the recently-enacted "Social Security Amendments of 1956," provides for the following rates of tax for OASI:

Calendar Years	Employer-Employee	Self-Employment Income
	(*percent of first $4,200*)	
1957-59	2¼	3⅜
1960-64	2½	4½
1965-69	3¼	4⅞
1970-74	3⅝	5⅜
1975	4¼	6⅜

Food Industry Sanitarians

The three-day national meeting of the Association of Food Industry Sanitarians will feature discussions of important topics by panels of experts. Personnel of the N.C.A. Western Research Laboratory are among the featured speakers.

Among the subjects listed for discussion are a suggested curriculum for students in sanitation control, maintenance and repair of resistant coatings on equipment, sanitary design of food processing equipment, recent advances in sanitation control methods, and food plant waste disposal.

Dr. Ira I. Somers, Director of the N.C.A. Western Research Laboratory, will summarize the panel discussion on sanitary design of food processing equipment. Edwin S. Doyle of the N.C.A. Laboratory is to moderate this discussion, which is to include a statement by Walter A. Mercer of the N.C.A. on requirements for sanitary design of pea blanchers.

Other speakers on the A.F.I.S. program will be representative of the food industry, state universities and experiment stations, and state regulatory agencies.

The A.F.I.S. meeting will be held at the Casa Munras Hotel in Monterey, Calif., October 23-26.

Household Magazine

The feature article of the food section of the September issue of *Household* magazine is entitled "It's Chicken—Extra Special!" Food editor Eleanor C. Halderman begins by stating, "Chicken is always a menu favorite whether it's roasted, fried, or combined in casseroles—but for a very special occasion try one of these new and exciting recipes."

Each of the seven recipes uses canned foods in the ingredients. The full-page color illustration also includes spiced crabapples, and ripe and green-ripe olives. Canned foods used in the recipes are cream of chicken soup, cream of mushroom soup, tomato soup, chicken broth or consomme, whole kernel corn, mushrooms, ripe olives, bing or white cherries, white grapes, and pineapple chunks.

Canned salmon is used in a second article in the magazine.

McCall's

"King Corn" is an interesting article that appears in the August *McCall's* magazine. Sophia Kerr is author of the article that gives the background information, and Helen McCully, McCall's Food Editor, contributes the recipes that follow.

Miss Kerr gives the history of corn, reminisces about the corn dishes that she especially liked in her childhood, and goes on to say, "For a final word: in the kitchen, in the laboratory, in the industrial world, in agriculture, corn is the undoubted king and well deserves the royal title. His prodigality is the constant support and enrichment of our national life."

Miss McCully gives twelve recipes for corn dishes, most of which specify fresh, frozen or canned corn. Canned consomme, tomatoes, and catsup are also used in the recipes. Two pages of color photographs show the dishes attractively served.

Poultry Used in Processing

The quantity of poultry used in canning and other processed foods during the first half of 1956 totaled 97,832,000 pounds, compared with 89,291,000 in the same period of 1955, according to a report by the Agricultural Marketing Service of USDA.

The quantity used in each of the first six months was greater than that used in the corresponding month last year.

Tomatoes for Processing

The August 1 indicated production of tomatoes for processing is 4,292,900 tons, a record high, according to the Crop Reporting Board of USDA. If this production is realized, it will be about 33 percent above the 1955 crop of 3,230,140 tons and 39 percent above the 1945-54 average of 3,086,000 tons.

The preliminary 1956 acreage for harvest is 356,500 acres. This is about 12 percent more than the 1955 harvested acreage of 318,920 acres but 11 percent less than the 10-year average of 400,220 acres. In arriving at the acreage for harvest this year, allowances were made by states for abandoned acreage about in line with average losses for recent years.

The August 1 indicated yield is 12.0 tons per acre. Such a yield would be a record high and compares with 10.1 tons obtained in 1955 and an average of 8.04 tons for the 1945-54 period. In California, where more than 40 percent of the 1956 plantings are growing, the 17.5 tons indicated on August 1 is a record high although it is only slightly above the high yields of the last three years.

The August 1 indicated yields for 1956 on the Atlantic Coast from Virginia northward, including New York State, are substantially above the 1955 yields. The late-summer hurricanes inflicted heavy losses in this area last year.

State	10-year ave. 1945-54	1955	1956 Indicated	Percent change from 1955
	(tons)	(tons)	(tons)	
N. Y.	168,500	107,900	140,000	+ 30
N. J.	225,100	100,800	234,600	+133
Pa.	165,500	86,000	172,000	+100
Ohio	192,900	184,900	218,500	+ 18
Ind.	326,900	253,600	280,000	+ 10
Ill.	86,400	92,900	100,000	+ 8
Mich.	56,300	48,800	54,000	+ 11
Wis.	8,200	8,600	7,000	- 19
Iowa	10,100	11,500	17,000	+ 48
Mo.	15,100	3,800	4,200	+ 11
Del.	34,800	26,400	65,600	+148
Md.	161,700	68,500	117,300	+ 71
Va.	75,400	51,300	67,500	+ 32
S. C.	2,900	3,000	2,400	- 20
Fla.[1]	21,500	55,840	43,200	- 23
Ky.	6,800	4,800	4,400	- 8
Tenn.	6,800	1,200	1,800	+ 50
Ark.	19,200	7,000	8,400	+ 20
Okla.	2,700	500	500	....
Texas	49,900	34,500	22,000	- 36
Colo.	25,900	18,900	27,200	+ 44
Utah	73,100	64,400	73,800	+ 15
Calif.	1,336,500	1,988,700	2,625,000	+ 32
Other states[2]	14,800	6,300	6,500	+ 3
U. S. Total	3,086,900	3,230,140	4,292,900	+ 33

[1] Sum of estimates by seasonal groups. [2] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Wash., and W. Va.

Sweet Corn for Processing

A total of 1,541,000 tons of sweet corn for processing is indicated for 1956 on the basis of August 1 reports received by the Crop Reporting Board of USDA. This production is about 31 percent more than last year's production of 1,173,800 tons and 20 percent above the 1945-54 average of 1,284,300 tons.

The 1956 preliminary estimate of sweet corn acreage for harvest is 456,300 acres. This compares with 389,520 acres harvested in 1955 and the average of 463,280 acres. In arriving at the estimate of acreage for harvest this year, allowance was made for abandonment or unharvested acreage about in line with the average loss for recent years.

A record high yield of 3.38 tons per acre is indicated for 1956 on the basis of August 1 reports. This compares with 3.01 tons obtained last year and the 10-year average of 2.78 tons.

State	10-year ave. 1945-54	1955	1956 Indicated	Percent change from 1955
	(tons in husk)			
Maine	28,400	13,300	12,500	- 6
N. H.	1,400	1,700	1,400	- 18
Vt.	2,000	1,600	1,400	- 12
N. Y.	67,200	42,800	60,400	+ 41
Pa.	26,400	26,000	40,300	+ 56
Ohio	40,000	20,900	21,600	+ 3
Ind.	59,900	42,900	40,700	- 5
Ill.	184,100	173,300	204,600	+ 18
Wis.	256,200	233,500	371,200	+ 59
Minn.	242,700	300,600	343,000	+ 14
Iowa	78,300	52,100	52,000	....
Del.	12,100	77,900	18,900	+139
Md.	84,800	55,000	86,500	+ 57
Idaho	38,300	38,700	48,600	+ 26
Utah	21,000	23,800	27,000	+ 13
Wash.	58,300	48,600	74,200	+ 53
Ore.	48,500	54,000	82,500	+ 53
Other states[1]	34,700	37,100	54,000	+ 46
U. S. Total	1,284,300	1,173,800	1,541,000	+ 31

[1] Ark., Calif., Colo., Mich., Mont., Nebr., N. J., Okla., S. D., Tenn., Texas, Va., and Wyo.

Snap Beans for Processing

The prospective production of snap beans for canning and freezing as of August 1 was 5 percent above that indicated a month earlier.

According to the Crop Reporting Board of USDA, the prospective production on August 1 was 338,200 tons, 9 percent above last year and 36 percent more than the 10-year average.

If the indicated U. S. average yield of 2.40 tons per acre is realized, it will be the second highest yield of record.

The increase in indicated production, compared with the July 1 estimate, is largely in the northern tiers of states, where growing conditions during the month of July were favorable, especially for late-planted fields.

State	10-year ave. 1945-54	1955	1956 Indicated	Percent change from 1955
	(tons)	(tons)	(tons)	
Maine	6,000	4,800	4,600	- 4
N. Y.	42,900	44,400	64,600	+45
Pa.	8,200	9,000	10,400	+16
Mich.	9,500	6,900	13,700	+99
Wis.	18,100	19,600	33,800	+72
Mo.	800	.....	.....	....
Del.	2,000	4,100	4,500	+10
Md.	16,800	14,700	18,900	+29
Va.	5,200	7,500	5,600	-25
N. C.	3,200	4,000	2,600	-35
S. C.	1,700	800	700	-12
Ga.	800	.....	.....	....
Fla.[1]	16,100	20,490	15,000	-27
Tenn.	8,200	11,600	8,200	-29
Miss.	1,700	1,700	600	-65
Ark.	9,100	5,200	4,000	-23
La.	1,100	400	400	....
Okla.	3,500	2,700	3,900	+44
Texas	10,400	14,300	12,000	-16
Colo.	4,600	5,600	5,200	- 7
Utah	2,000	3,700	3,000	-19
Wash.	9,300	8,000	9,400	+18
Ore.	46,800	81,900	79,600	- 3
Calif.	10,900	26,800	21,700	-19
Other states[2]	9,300	11,790	15,800	+34
U. S. Total	248,700	309,980	338,200	+ 9

[1] Sum of estimates by seasonal groups. [2] Ala., Idaho, Ill., Ind., Iowa, Ky., Minn., Nebr., N. H., N. J., N. M., Ohio, Vt., and Wyo.

Cabbage for Kraut

The August 1 indicated contract production of cabbage for sauerkraut is 148,700 tons, according to the Crop Reporting Board of USDA. This is 65 percent more than the 90,300 tons obtained last year and 49 percent more than the 1945-54 average of 100,100 tons.

These estimates relate to production from acreage grown by kraut packers on their own or leased land as well as production grown under contract on either an acreage or tonnage basis.

The quantity of sauerkraut purchased by kraut packers on the open market last year was 70,400 tons, 44 percent of their total supplies. The 10-year average open market purchases amounted to 98,100 tons or 49 percent of the total supplies for kraut.

The 1956 contract acreage for kraut is 9,890 acres or one-third more than

the 7,410 acres under contract last year and 6 percent above the 10-year average of 9,300 acres. The indicated U. S. yield on contract acreage on August 1 was 15.0 tons per acre, compared with 12.2 tons in 1955 and the average of 10.5 tons. August 1 yield prospects were favorable in all of the principal producing states.

The summer and early fall cabbage areas, which produce the bulk of the supplies for sauerkraut, are expected to produce 863,200 tons for all purposes this year, 27 percent more than the 678,800 tons produced in 1955. Deducting the production estimated for the acreage contracted for sauerkraut in these areas leaves 726,300 tons of 1956 cabbage for fresh market outlets and for open market purchases by kraut manufacturers. This indicated supply for 1956 is a fifth more than the 597,000 tons available in 1955. These figures include both domestic and Danish (storage-type) cabbage.

State	1956 Total [1]	Contract[2] 1955	Contract[2] 1956 Indicated	Contract[2] Per cent change from 1955
	(tons)	(tons)	(tons)	
N. Y.	65,000	22,300	30,400	+ 36
Ohio	9,200	9,200	20,800	+126
Ind.	8,400	8,400	13,200	+ 57
Ill.	.....	.....	.....	.....
Mich.	600	600	4,200	+600
Wis.	41,000	22,000	39,200	+ 78
Minn.	.....	.....	600	.....
Colo.	2,800	.....	.....	.....
Wash.	4,100	3,800	5,900	+ 55
Other states [3]	29,600	24,000	34,400	+ 43
U. S. Total	160,700	90,300	148,700	+ 65

[1] Total production includes tonnage obtained from contract acreage (footnote 2) and tonnage purchased on the open market. [2] Contract acreage includes acreage grown by packers on own or leased land, acreage grown under contract with growers, and equivalent acreage for contracted tonnage. [3] Fla., Iowa, Md., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, and Va.

Deciduous Fruit Production

Prospects for production of deciduous fruits in 1956 are reported by the Crop Reporting Board of USDA, on the basis of August 1 conditions, as follows:

Apples

The 1956 commercial apple crop is estimated at 90,453,000 bushels, about 15 percent below the 1955 crop. This is the smallest crop since 1948 and the fourth smallest since commercial estimates were started in 1934. The August 1 estimate is an increase over the July 1 forecast. Improved prospects were reported for July in all sections except the North Central area.

Crop	1955	July 1, 1956	Aug. 1, 1956
	(thousands of bushels)		
Apples	106,234	89,263	90,453
Peaches	51,827	64,412	65,686
Pears	29,622	30,377	30,475
	(tons)	(tons)	(tons)
Sweet cherries	113,090	72,790	68,460
Sour cherries	149,520	105,090	102,620
Apricots	281,400	195,200	193,200
Plums	91,200	101,500	103,000

The Eastern area, with 39.4 million bushels, is down 20 percent from last year but registered improvement of 1.2 million bushels during July. A shorter crop this year is noted in all states in the East except North Carolina and Virginia, where freeze damage was serious in 1955.

The Western area has prospects for a total of 31.1 million bushels, 10.8 million bushels below 1955. The big decline is caused by a reduction of 9 million bushels in Washington and smaller crops in all other states except Colorado and New Mexico. Oregon's crop is only about two-thirds of last year.

Peaches

The peach crop is forecast at 65,686,000 bushels, 27 percent above last year's short crop but 2 percent below the 1945-54 average. Production outside the Southern states, where there was virtually a complete failure last year, is expected to be 7 percent larger than in 1955 and 3 percent above average.

The California clingstone crop, at 24,794,000 bushels, is record large, 10 percent above last year, and 16 percent above average. The California freestone crop is estimated at 11,876,000 bushels, 4 percent larger than in 1955.

Pears

The total pear crop is forecast at 30,475,000 bushels, 3 percent above last year.

The Bartlett crop in Washington, Oregon and California is estimated at 19,743,000 bushels, 2 percent below 1955 but 4 percent above average. Fall and winter pears in these three states are forecast at 7,053,000 bushels, 4 percent above last year.

Sweet Cherries

The 1956 crop of sweet cherries is estimated at 68,460 tons, 39 percent below last year and 28 percent below average.

California and Michigan are the only states in which production is greater than last year and above average. The Oregon crop turned out much below the preharvest estimates and is less than half as large as the 1955 crop. Harvest in Washington was completed in July and the crop was the smallest of record and only 17 percent as large as last year. Idaho also reported the smallest crop of record.

The crop in the Great Lakes region is estimated at 11,440 tons, 27 percent below last year but about equal to the 10-year average. The Michigan crop is the second largest of record, but production in the other Great Lakes states was much smaller than last year and average.

Sour Cherries

The sour cherry crop is estimated at 102,620 tons, 31 percent below last year and 12 percent below average. Production is less than last year in all states except Colorado and Utah. In the Great Lakes states, production is below both last year and average.

Apricots

The 1956 harvest of apricots is expected to total 193,300 tons, 31 percent below 1955 and 10 percent below average.

Production of Field Crops

Prospects for 1956 production of potatoes, sweet potatoes, durum wheat, rice, dry edible beans, and dry field peas are reported by the Crop Reporting Board of USDA, on the basis of August 1 conditions, as follows:

Sweet Potatoes

Sweet potato production improved about 2 percent during July, and a crop of 16,032,000 hundredweight is forecast. This is 23 percent below last year.

Most of the decline in prospective production from 1955 is because of a smaller acreage for harvest this year. The increase in expectations over last month resulted largely from better prospects in New Jersey, Virginia, the Carolinas, and Georgia.

Crop	1955	July 1, 1956	Aug. 1, 1956
	(thousands of cwt.)		
Potatoes	227,046	.....	230,277
Sweet potatoes	20,946	15,684	16,032
	(thousands of bushels)		
Durum wheat	20,070	30,991	34,798
	(thousands of 100-lb. bags)		
Rice	53,532	46,315	46,457
Dry edible beans	16,968	16,074	16,092
Dry field peas	2,525	4,802	5,134

Acreage Reserve of Soil Bank Opened to Winter Wheat

The 1957 Acreage Reserve Program of the Soil Bank, with specific details of its application to farms where winter wheat will be planted this fall, was announced by USDA August 13.

This part of the Soil Bank for the year ahead is being announced in advance of other phases of the program, USDA said, because of the need to make information available promptly to farmers who must soon complete plans for fall-seeded wheat.

All farmers having acreage allotments for wheat (except for "new farm" allotments) are eligible to participate in the program. To do so, a farmer must sign an agreement with his county Agricultural Stabilization and Conservation Committee to reduce his 1957 acreage of wheat below his farm allotment.

USDA said that farmers entering land in the 1957 program will be offered incentives to designate the same land in future programs.

Since total acreages of wheat which can be placed in the acreage reserve are allocated county by county, contracts will be accepted on a first-come-first served basis until the allocated total for a county is covered by contracts. The deadline for signing agreements is September 21.

Participating farmers will receive payments designed to compensate them for the loss of net income from wheat which would have been produced on the acreage placed in the acreage reserve. These payments will be based on normal crop yield of the land placed in the reserve, the acreage reserve unit rate for wheat for the county, and the number of acres placed in the reserve. The 1957 acreage reserve rate has been announced at a national average of $1.20 per bushel.

Detailed provisions of the Acreage Reserve Program for winter wheat and how it will apply in various areas and on individual farms will be available through county ASC Committees.

Details of the 1957 Acreage Reserve as it will apply to other basic crops will be developed and announced later in the year, according to USDA.

Acreage placed in the Acreage Reserve may be left idle or a soil or water conservation practice may be carried out on it. It is possible to qualify for ACP cost-sharing on land in the Acreage Reserve.

Provisions of the Conservation Reserve part of the Soil Bank will be announced shortly, USDA said. This program, under which contracts are made that cover a period of years, will be available for sign-up this fall by farmers who are in position to start their contract periods in 1956 as well as for those whose contracts will start with 1957.

Canned Tomatoes for USDA

USDA has announced that it contemplates purchasing canned tomatoes of the 1956 pack for distribution in the National School Lunch Program.

Offers may be submitted for the sale of canned tomatoes meeting the requirements of U. S. Grade C (Standard) in No. 10, No. 2½, and No. 2 can sizes; however, No. 10 cans are preferred.

Offers should be submitted to the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., no later than 5 p. m. EDT September 7 for acceptance not later than September 14.

Delivery will be required during the period October 1-November 5.

The announcement is identified as FV-241 and is dated August 10.

Canned Peaches for USDA

USDA has accepted offers for 645,590 cases of U. S. Choice grade canned clingstone peaches. Purchases included the following:

152,040 cases 6/10, sliced, light syrup, $4.25 to $4.459 per case.
30,000 cases 6/10, halved, heavy syrup, $4.4188 to $4.4438 per case.
399,500 cases 6/10, halved, light syrup, $4.32 to $4.50 per case.
24,050 cases 24/2½, sliced, light syrup, $4.802 per case.
30,000 cases 24/2½, halved, light syrup, $4.775 per case.

These prices are f.o.b. shipping points. Cash discounts and net drained weights were considered in making awards, USDA said.

The canned peaches will be delivered during the period August 20-September 29 to schools participating in the National School Lunch Program.

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